WHAT IS CLAIMED IS:

1. An air freshener for dispensing a spray of deodorant, comprising:

a housing configured to be mounted on or adjacent a door, the housing including a holder configured to contain deodorant, the holder including a movable dispensing member, which upon movement dispenses a spray of deodorant from the holder;

a sliding bar having an end contactable by the door so that a door movement results in a movement of the sliding bar; and

a press member, coupled with the sliding bar, having a wedge-shaped surface that during movement of the sliding bar causes the dispensing member to move in a direction transverse to the movement of the sliding bar, wherein

the sliding bar comprises a guide along which the press member can be moved in a direction transverse to the sliding bar the press member operates a coupling piece between the press member and the dispensing member, so that in operation a contact surface between the press member and the coupling piece in a first movement of the sliding bar extends substantially parallel to the guide in order to fix the press member transversely to the guide in a position remote from the sliding bar, the contact surface in a second movement, opposite to the first movement, is oriented substantially transversely to the guide, so that the press member is moved towards the sliding bar, and the coupling piece comprises a round upper side which constitutes a contact surface for the wedge-shaped press member.

2. An air freshener according to claim 1, wherein the coupling piece is rotatable and comprises an eccentric contact surface configured to contact the dispensing member.

3. An air freshener according to claim 1 or 2, wherein the coupling piece comprises a round underside which under counterpressure can be pressed into a recess of a cap of the holder.

4. An air freshener according to claim 1, wherein the guide comprises guide pins which are received in a guide slot, the guide slot is contiguous to a recess in which at least one guide pin can be received, in operation the guide pin in the first movement is fix in the recess and in the second movement is pushed from the recess into the guide slot.

5. An air freshener according to claim 1, wherein the housing comprises a slot configured to receive a plate-shaped part which is connected with the holder.

6. An air freshener according to claim 4, wherein the slot is configured to receive the plate-shaped part having a transverse dimension of about 39 mm.

7. An air freshener according to claim 1, wherein the coupling piece has a diameter of about 15 mm and a length of about 4 mm.

8. An air freshener according to claim 1, wherein the sliding bar is held under spring tension in one position relative to the housing

9. An air freshener according to claim 8, wherein the spring is a leaf spring.

10. An air freshener according to claim 9, wherein the leaf spring extends between the sliding bar and the press member so that the leaf spring keeps the press member off the sliding bar.

10. A holder for containing deodorant for inclusion in a housing of an air freshener according to claim 1, comprising a cap and a propellant holder connected with the cap, the cap comprising a freely supported depressible dispensing member configured to dispense a spray from the propellant holder.

11. A holder according to claim 10, wherein the dispensing member comprises a recess in which a round underside of a coupling piece can be pressed, which recess is contiguous to a flexible connecting element that forms a flexible suspension for the dispensing member.

12. A holder according to claim 11, wherein the connecting element comprises a substantially V-shaped flexible part which forms a connection between the dispensing member and a wall of the cap.

13. A holder according to claim 11, characterized in that the recess has a width of about 4 mm, to receive a round coupling piece of a length of about 4 mm and a diameter of about 15 mm.

14. A holder according to claim 10, wherein the cap comprises a plate-shaped part which can engage in a slot provided in an air freshener housing.

15. A holder according to claim 14, wherein the plate-shaped part encloses a casing which surrounds the propellant holder, on the inner wall of the casing, projections are arranged which reach under counterpressure into a recess of the propellant holder.

16. A holder according to claim 14, wherein the plate-shaped part comprises a lip which an operator can engage to remove the holder from the housing.

17. A holder according to claim 16, wherein the lip reaches over an outlet piece of the dispensing member.

18. A holder according to claim 14, wherein the plate-shaped part comprises projections to be snapped tight under bias in a correspondingly shaped recess in the slot.

19. A holder according to claim 14, wherein the plate-shaped part has a transverse dimension of about 39 mm, and that the lip has a longitudinal dimension of about 20 mm.

20. A method for dispensing a spray of deodorant, comprising:

placing a holder provided with a movable dispensing member, which upon movement dispenses a spray of deodorant from the holder, in a housing for mounting on or adjacent a door;

moving, with the aid of a door movement, a sliding bar received in the housing and having an end in contact with the door or doorway, so that a door movement results in a movement of the sliding bar;

providing a coupling piece between a press member, having a wedge-shaped surface and coupled with the sliding bar, and the dispensing member; wherein the coupling piece comprises a round upper side which forms a contact surface for the wedge-shaped press member;

fixing the press member, in a first movement of the sliding bar, in a position remote from the sliding bar in order to move the dispensing member in a direction transverse to the movement of the sliding bar, for dispensing the spray; and

moving the press member towards the sliding bar in a second movement proceeding opposite to the first movement.